

**Unification:** *Loyalty is developed through the unifying of action. The more decisive the action becomes, the greater the bond.*—S.L.A. Marshall, U.S. general, historian, 1900-1977

## In the Field



*A new community center and new family housing at Helemano Military Reservation were inaugurated in late-October grand-opening ceremonies by Maj. Gen. James T. Hill, commander of the 25th Infantry Division (Light) and U. S. Army Hawaii; Lt. Col. Ronald W. Pontius, commander of the 125th Signal Battalion; Maj. Gen. (Ret) Alexis T. Lum, executive assistant to Sen. Daniel K. Inouye; Col. (P) Carl A. Strock, commander of the U.S. Army Corps of Engineers, Pacific Ocean Division; and Rev. Kordell Kekoa of Kamehameha Schools. —Photo by Jim Dung.*

POD has launched its own home page on the World Wide Web. Find it at: <http://www.pod.usace.army.mil>

### PRODUCTIVITY CORNER

#### Salesmen with gimmicks

John Henry James was 6 feet 6 inches and weighed 245 pounds. He was an expensive dresser who made his rounds in a chauffeur-driven limousine. At each stop, the chauffeur would leap from the car and roll out a red carpet. Then he would enter the store and announce, "Ladies and gentlemen, Mr. John Henry James has arrived!" James would enter, open his sample case, and croon, "I do believe we're going to do some business today."

Nine times out of ten he was right.

The second superseller—Bob Englud—wore a raccoon fur coat year round. Englud said it wasn't a fur coat at all. The coat was his icebreaker, his trademark. With it, Englud never had to worry about how to open conversations with clients, and he never had to explain who he was and what he wanted to talk about. When they saw the coat, they were ready for business.

—Victor Kiam, in *Going For It!*, Speaker's Library of Business Stories

#### On listening to naysayers

When IBM invented the self-correcting typewriter, everybody told Vic Barouh, president of the company that made Ko-Rec-Type, a product that corrected typing errors, that his company was doomed.

Instead of believing the naysayers, Barouh went to an IBM showroom and

had the salesperson demonstrate the new self-correcting typewriter. Barouh went back to his plant, gathered his employees around him, and told them, "Here is what we have to do. We have to make this ribbon, our product is perfect for this application. Then we have to make the cartridge, because the cartridge isn't available, and we have to go into the injection-molding business to make the spools that hold that tape. Then, we have to develop the machinery that will do these things for us. So, we've got a lot of work ahead of us."

Within six months, the company produced the first ribbon. Within six months, it went from a problem to the only company in the world that made a product everybody was going to need.

—Speaker's Library of Business Stories